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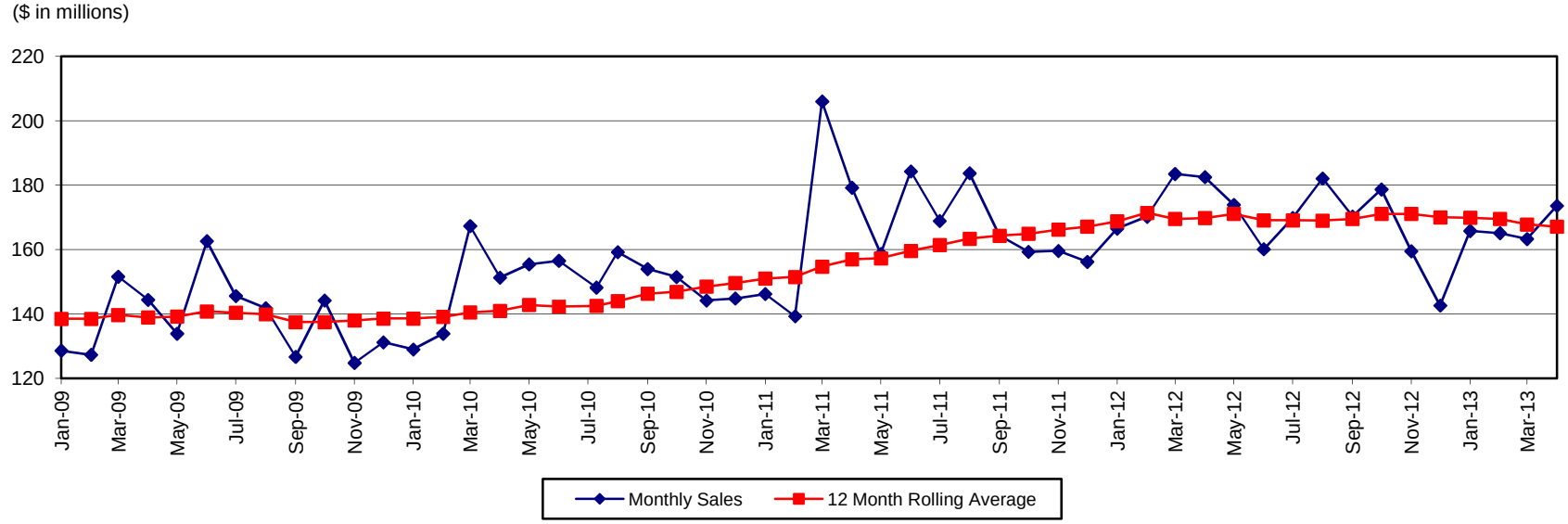
Ashland Consumer Markets Sales



Monthly Sales ($ in millions)

	2009	2010	2011	2012	2013
Jan	128.6	129.0	146.2	166.5	165.8
Feb	127.3	133.9	139.3	170.2	165.1
Mar	151.6	167.3	206.0	183.5	163.3
Apr	144.4	151.3	179.2	182.5	173.6
May	133.9	155.4	158.7	173.9	
Jun	162.6	156.5	184.3	160.1	
Jul	145.6	148.2	168.9	169.8	
Aug	141.8	159.2	183.7	182.1	
Sep	126.7	154.0	164.3	170.3	
Oct	144.2	151.5	159.3	178.7	
Nov	124.8	144.2	159.6	159.5	
Dec	131.2	144.8	156.2	142.6	

12 Month Rolling Average ($ in millions)

	2009	2010	2011	2012	2013
Jan	138.5	138.6	151.0	168.8	169.9
Feb	138.5	139.1	151.5	171.4	169.5
Mar	139.7	140.5	154.7	169.5	167.8
Apr	138.9	141.0	157.0	169.8	167.1
May	139.2	142.8	157.3	171.1	
Jun	140.8	142.3	159.6	169.1	
Jul	140.4	142.5	161.4	169.1	
Aug	139.9	144.0	163.4	169.0	
Sep	137.5	146.3	164.3	169.5	
Oct	137.5	146.9	164.9	171.1	
Nov	138.0	148.5	166.2	171.1	
Dec	138.6	149.6	167.1	170.0	

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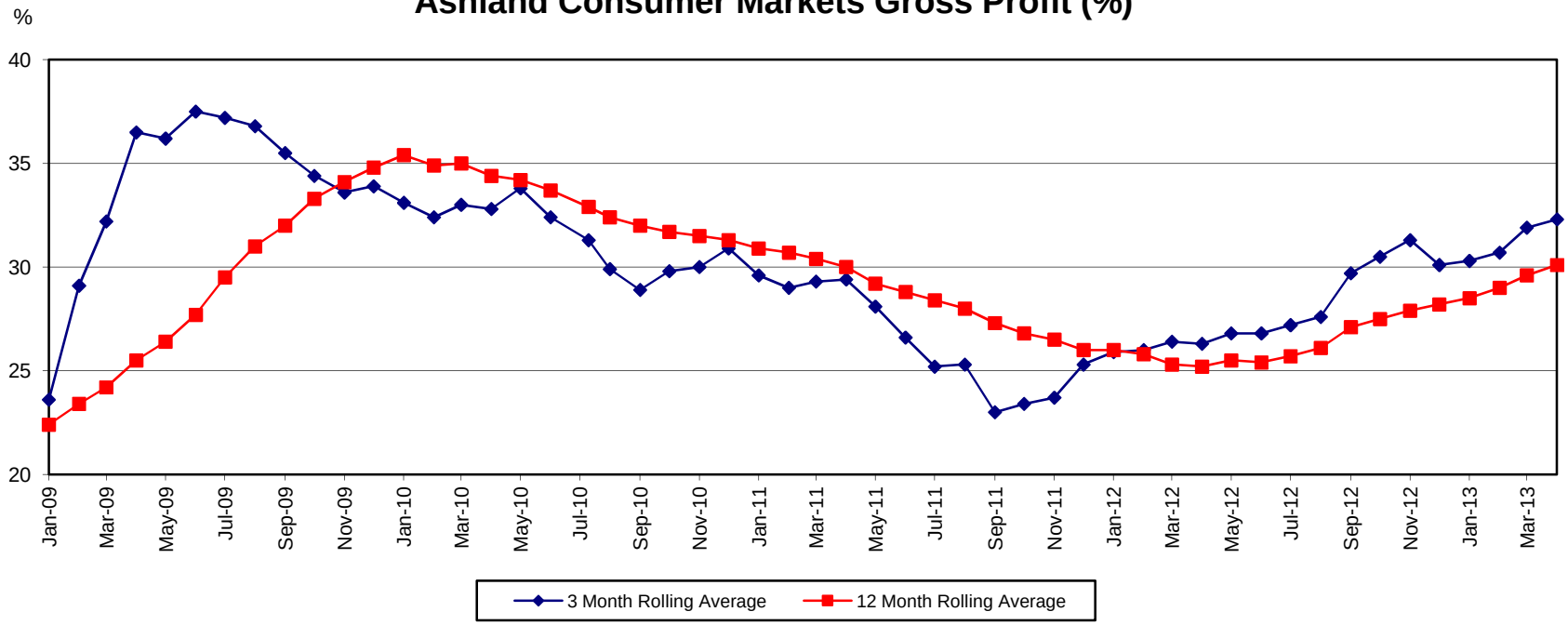
Ashland Consumer Markets Gross Profit (%)



3 Month Rolling Average (%)

	2009	2010	2011	2012	2013
Jan	23.6	33.1	29.6	25.9	30.3
Feb	29.1	32.4	29.0	26.0	30.7
Mar	32.2	33.0	29.3	26.4	31.9
Apr	36.5	32.8	29.4	26.3	32.3
May	36.2	33.8	28.1	26.8	
Jun	37.5	32.4	26.6	26.8	
Jul	37.2	31.3	25.2	27.2	
Aug	36.8	29.9	25.3	27.6	
Sep	35.5	28.9	23.0	29.7	
Oct	34.4	29.8	23.4	30.5	
Nov	33.6	30.0	23.7	31.3	
Dec	33.9	30.9	25.3	30.1	

12 Month Rolling Average (%)

	2009	2010	2011	2012	2013
Jan	22.4	35.4	30.9	26.0	28.5
Feb	23.4	34.9	30.7	25.8	29.0
Mar	24.2	35.0	30.4	25.3	29.6
Apr	25.5	34.4	30.0	25.2	30.1
May	26.4	34.2	29.2	25.5	
Jun	27.7	33.7	28.8	25.4	
Jul	29.5	32.9	28.4	25.7	
Aug	31.0	32.4	28.0	26.1	
Sep	32.0	32.0	27.3	27.1	
Oct	33.3	31.7	26.8	27.5	
Nov	34.1	31.5	26.5	27.9	
Dec	34.8	31.3	26.0	28.2	

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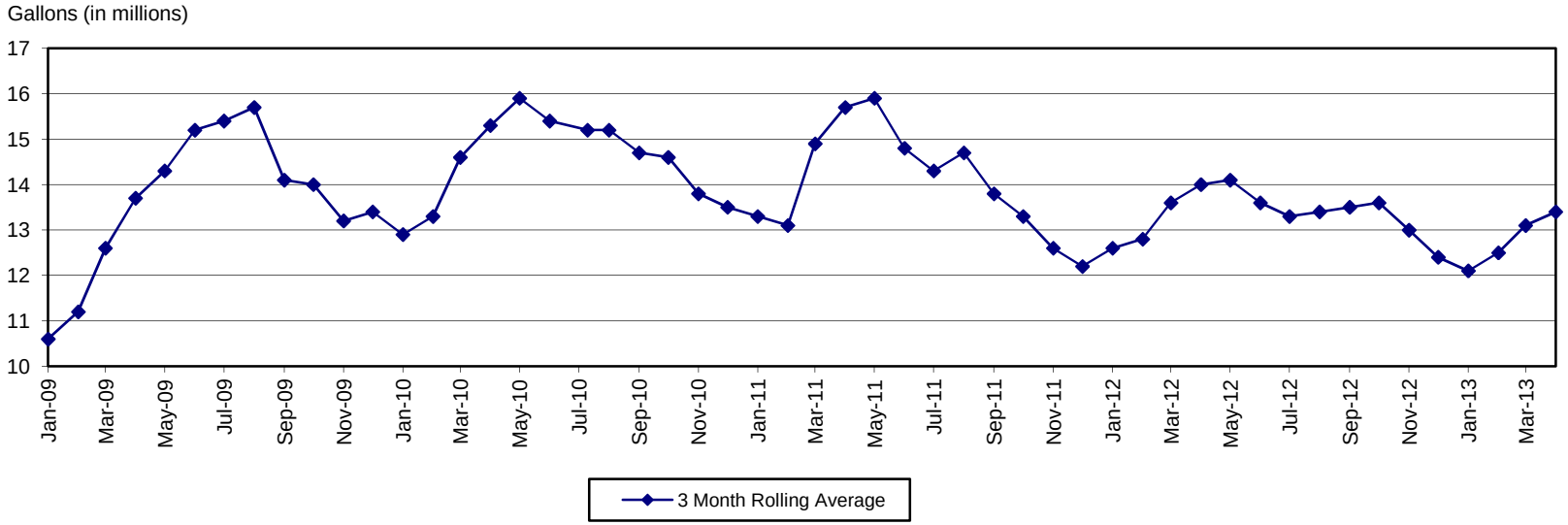
Ashland Consumer Markets Lubricant Sales Gallons



3 Month Rolling Average (in millions)

	2009	2010	2011	2012	2013
Jan	10.6	12.9	13.3	12.6	12.1
Feb	11.2	13.3	13.1	12.8	12.5
Mar	12.6	14.6	14.9	13.6	13.1
Apr	13.7	15.3	15.7	14.0	13.4
May	14.3	15.9	15.9	14.1	
Jun	15.2	15.4	14.8	13.6	
Jul	15.4	15.2	14.3	13.3	
Aug	15.7	15.2	14.7	13.4	
Sep	14.1	14.7	13.8	13.5	
Oct	14.0	14.6	13.3	13.6	
Nov	13.2	13.8	12.6	13.0	
Dec	13.4	13.5	12.2	12.4	

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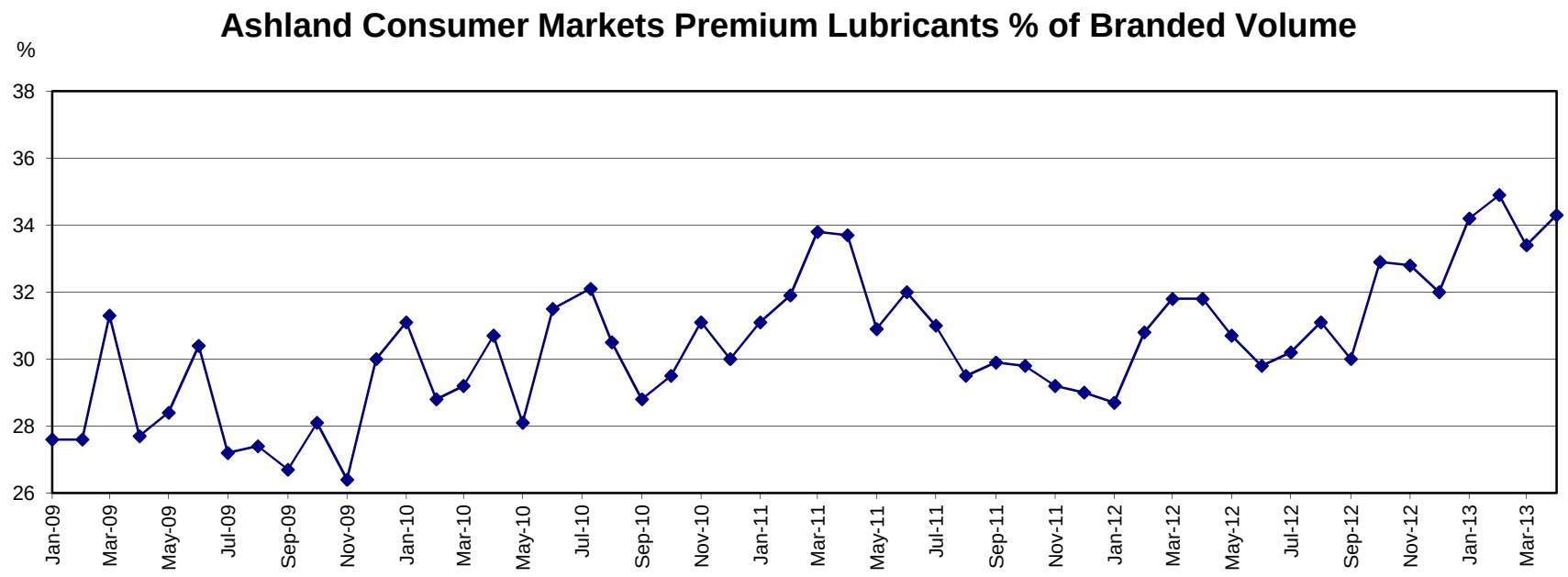

Premium Lubricants % of Branded Volume

	2009	2010	2011	2012	2013
Jan	27.6	31.1	31.1	28.7	34.2
Feb	27.6	28.8	31.9	30.8	34.9
Mar	31.3	29.2	33.8	31.8	33.4
Apr	27.7	30.7	33.7	31.8	34.3
May	28.4	28.1	30.9	30.7	
Jun	30.4	31.5	32.0	29.8	
Jul	27.2	32.1	31.0	30.2	
Aug	27.4	30.5	29.5	31.1	
Sep	26.7	28.8	29.9	30.0	
Oct	28.1	29.5	29.8	32.9	
Nov	26.4	31.1	29.2	32.8	
Dec	30.0	30.0	29.0	32.0	

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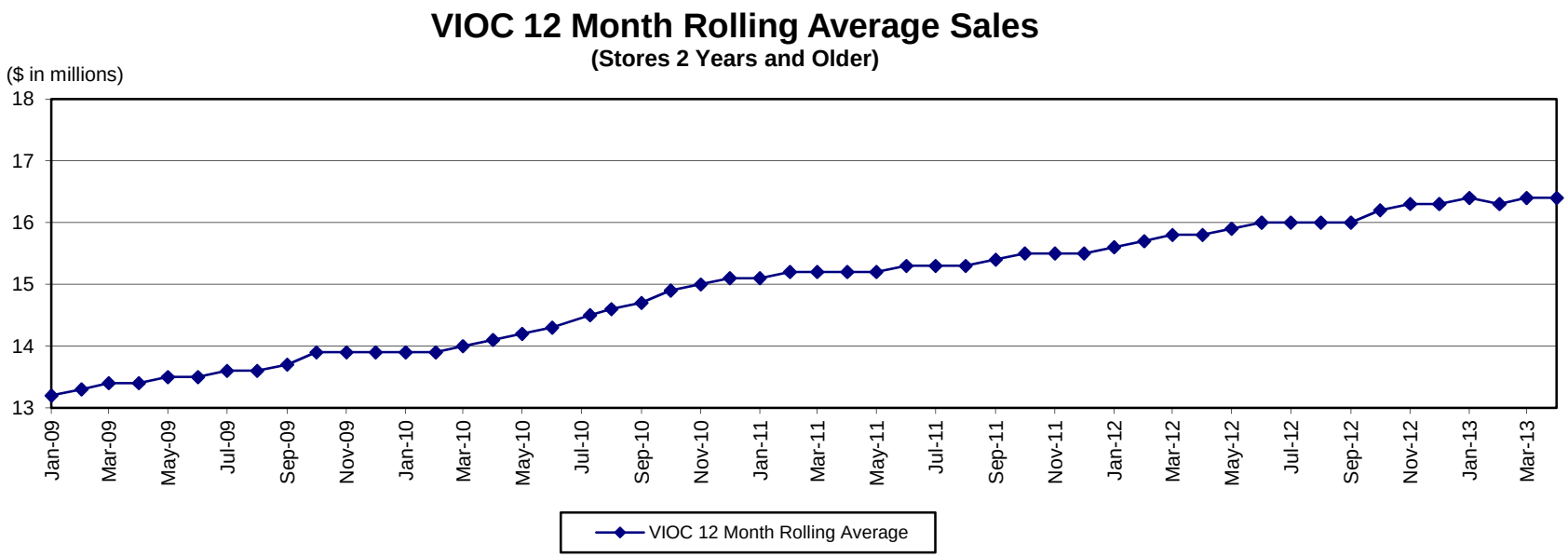

Stores 2 Years and Older ($ in millions)

	2009	2010	2011	2012	2013
Jan	13.2	13.9	15.1	15.6	16.4
Feb	13.3	13.9	15.2	15.7	16.3
Mar	13.4	14.0	15.2	15.8	16.4
Apr	13.4	14.1	15.2	15.8	16.4
May	13.5	14.2	15.2	15.9	
Jun	13.5	14.3	15.3	16.0	
Jul	13.6	14.5	15.3	16.0	
Aug	13.6	14.6	15.3	16.0	
Sep	13.7	14.7	15.4	16.0	
Oct	13.9	14.9	15.5	16.2	
Nov	13.9	15.0	15.5	16.3	
Dec	13.9	15.1	15.5	16.3	